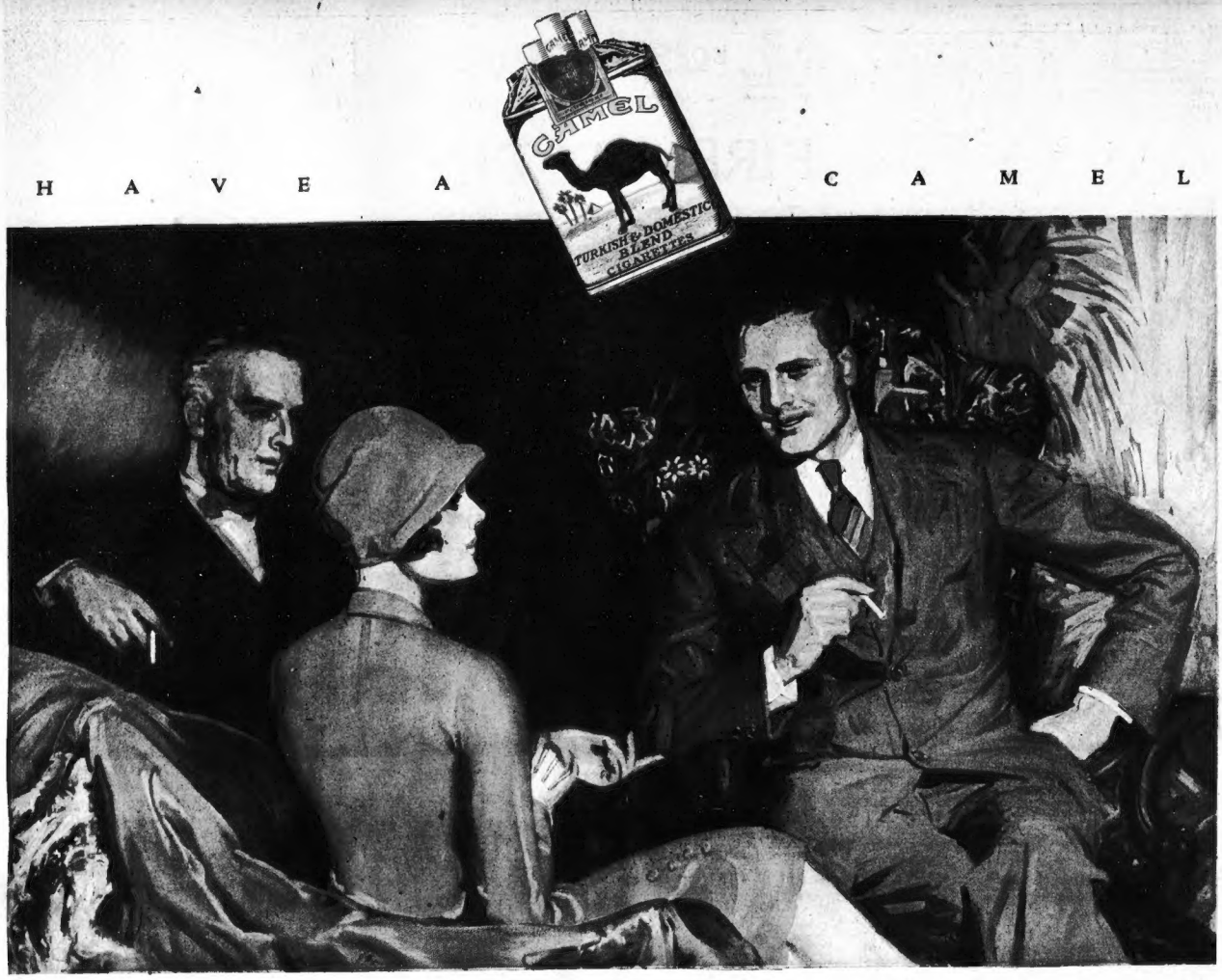
H A V E A C A M E L



Smoking refreshment that never ends

WHY is it that the enjoyment of Camels never fails? That you can light them all day and far into the night with never a loss of smoothness, mildness and incomparable fragrance? It's simply a question of quality. Camels contain the choicest Turkish and Domestic tobaccos grown. Camels are given an expert blending found in no other cigarette.

First thing in the morning. Late at night. Before or after breakfast, lunch or dinner. Light Camels as liberally as you choose, one after the other, as often as you desire the cheering comfort of a cigarette. You will get always the refreshing thrill of smoking pleasure.

Camel perfection has resulted in a demand that has never been known before or since. There has never been cigarette popularity that could compare with Camel's. Each year, millions of experienced smokers, who are willing to pay any price for quality, find in Camels every good thing ever wanted in a cigarette.

Here's a smoke invitation that's leading millions to an entirely new conception of cigarette contentment and satisfaction—

"Have a Camel!"

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N. C.

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